This report looks at the following areas:

- Vehicle type consideration
- Brand interest for SUV or crossover
- Brand interest for pickup truck
- Reasons for not considering an SUV/crossover/pickup truck
- Interest in features
- Attitudes towards vehicle size

While the large size of vehicles in the category can act as a deterrent to some consumers, those who are engaged in the category are keen on all-wheel drive or four-wheel drive as well as moderate cargo space and towing ability. Additionally, safety features such as rear-view camera, a powerful engine and sufficient interior space are also crucial to these consumers.

"The category is well positioned given that Canadians are most likely to consider an SUV for their next vehicle purchase. Parents in particular are more likely to contemplate an SUV, which are commonly associated with family vehicles. Additionally, crossovers trail SUVs and sedans as the type of automobile that consumers would consider."

- Andrew Zmijak, Research Analyst

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Table of Contents

OVERVIEW

- What you need to know
- Definitions

EXECUTIVE SUMMARY

- The issues
- Disinterest emerges from the size of vehicles in the category
  Figure 1: Reasons for not considering an SUV, crossover or pickup truck, January 2019
- To many, vehicles on the road today are too big
  Figure 2: Vehicle size-related attitudes towards vehicles, January 2019
- Some brands lack appeal
  Figure 3: Brand interest for SUV or crossover, January 2019
- The opportunities
- Most are considering a vehicle in the category
  Figure 4: Vehicle type consideration, January 2019
- Traction and control are critical
  Figure 5: Interest in features, January 2019
- Rear-view cameras are vital for larger vehicles
  Figure 6: Safety-related attitudes towards larger vehicles, January 2019
- What it means

THE MARKET – WHAT YOU NEED TO KNOW

- Rising interest rates can affect new car sales
- Growth of younger Canadians to benefit the category
- Gas prices can affect decisions on vehicle type
- Ontario ends electric and hybrid vehicle rebates

MARKET FACTORS

- Higher interest rates may discourage some from buying a new vehicle
- Growth of younger cohorts to benefit the category
- Gasoline prices can affect consideration of vehicle type
  Figure 7: Average retail prices for regular gasoline in Canada, by week, 2016–19 (February)
- Ontario’s removal of electric and hybrid vehicle rebates

KEY PLAYERS – WHAT YOU NEED TO KNOW

- Utilizing ‘Black Friday’ promotions
- New year sales and inventory clear-out

What’s included

Executive Summary
Full Report PDF
Infographic Overview
Powerpoint Presentation
Interactive Databook
Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

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• Crossovers for those seeking adventure
• Downsized engines
• GM to shut down Oshawa assembly plant
• The category expands its offerings

MARKETING AND ADVERTISING
• Leveraging 'Black Friday' promotions
  Figure 8: South Oakville Chrysler, acquisition mailing, November 2018
  Figure 9: Vickar Nissan, acquisition mailing, December 2018
  Figure 10: Cranbrook Dodge, acquisition mailing, November 2018
• New year sales and inventory clear-out
  Figure 11: Pickering Volkswagen, acquisition email, January 2019
  Figure 12: Pickering Volkswagen, acquisition email, January 2019
  Figure 13: Ford Motor Company of Canada, acquisition email, December 2018
• Crossovers for those adventure seekers
  Figure 14: 2019 Acura MDX, informational email, November 2018
  Figure 15: 2019 Honda Passport, acquisition email, January 2019
• Unique incentives to trade in vehicle
  Figure 16: Richmond Hill Chrysler Dodge Jeep Ram, cross-sell mailing (retention), January 2019

WHAT’S WORKING?
• Downsized engines
• The popularity of SUVs and crossovers is clear

WHAT’S STRUGGLING?
• General Motors to shut down Oshawa assembly plant

WHAT’S NEXT?
• The category sprouts with more offerings
• A number of electric and plug-in hybrids planned for crossover segment

THE CONSUMER – WHAT YOU NEED TO KNOW
• Many are considering an SUV, crossover or pickup truck
• Vehicle size is an issue for some consumers
Many would consider Toyota for SUV or crossover, Ford for pickup truck
- All-wheel drive/four-wheel drive resonates with consumers
- For most, their vehicle needs to match their lifestyle

VEHICLE TYPE CONSIDERATION
- Many are considering an SUV, crossover or pickup truck
  Figure 17: Vehicle type consideration, January 2019
- Women gravitate towards SUVs, men to sedans, pickups, sports cars
  Figure 18: Vehicle type consideration, by gender, January 2019
- Prairie Province consumers like their SUVs, crossovers and pickups
- Parents more likely to consider larger vehicles
  Figure 19: The Honda Pilot – “The Smartest Choice in SUVs”, July 2018
  Figure 20: Vehicle type consideration, by presence of children under 18 in household, January 2019
  Figure 21: Select attitudes towards vehicle size, by presence of children under 18 in household, January 2019
- …but for many, size can be a deterrent
  Figure 22: Reasons for not considering an SUV, crossover or pickup truck, January 2019
  Figure 23: Reasons for disinterest, 18–44s vs over-45s, January 2019

BRAND INTEREST
- Many would consider Toyota for an SUV or crossover
  Figure 24: Brand interest in SUV or crossover, January 2019
  Figure 25: Winter X Games Weather, Jeep, January 2019
  Figure 26: Brand interest in SUV or crossover (select), 18–44s vs over-45s, January 2019
- Most think about Ford for a pickup truck
  Figure 27: Brand interest for pickup truck, January 2019

INTEREST IN FEATURES
- All-wheel drive/four-wheel drive is paramount to consumers
  Figure 28: Introducing the 2019 Ford F-150 Raptor, F-150, Ford Canada, June 2018
  Figure 29: Answer The Call With Best-In-Class Towing, 2018 F-150, Ford Canada, March 2018
  Figure 30: Interest in features, January 2019
• Moderate cargo space fits the bill
  Figure 31: Interest in cargo space, January 2019

• Men prefer moderate towing capacity
  Figure 32: Interest in towing capacity, January 2019

ATTITUDES TOWARDS VEHICLE SIZE

• For most, their vehicle needs to suit their lifestyle
  Figure 33: The New Volvo XC60 – Moments, June 2017
  Figure 34: Lifestyle-related attitudes towards vehicles, January 2019

• Rear-view cameras are vital for larger vehicles
  Figure 35: Safety-related attitudes towards larger vehicles, January 2019

• Most would rather have better fuel efficiency than more cargo space
  Figure 36: Fuel consumption and vehicle size-related attitudes towards vehicles, January 2019

APPENDIX – DATA SOURCES AND ABBREVIATIONS

• Data sources
• Consumer survey data
• Consumer qualitative research
• Abbreviations and terms
• Abbreviations
About Mintel

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